



SHRIMATI INDIRA GANDHI COLLEGE

(Affiliated to Bharathidasan University)

Nationally Accredited at 'A' Grade (4th Cycle) by NAAC | An ISO 9001 : 2015 Certified Institution

Tiruchirappalli - 620 002

Name : Dr.S.GAJALAKSHMI
Designation : Assistant Professor
Department : PG & RESEARCH DEPARTMENT OF COMMERCE
Qualification : M.Com., M.Phil., Ph.D., MBA
Experience : **Teaching:** 17 Years 8 Months **Research:** 7
Area of Specialization(s) : ENTREPRENEURIAL DEVELOPMENT,
MARKETING & FINANCE
Email (Official ID) : gajalakshmis@sigc.edu
Aadhar Number : 8607 9118 5968

Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D.	Commerce	Bharathidasan University, Tiruchirappalli.	2011
MBA	Business Management	Bharathidasan University, Tiruchirappalli.	2017
M.Phil.	Commerce	Bharathidasan University, Tiruchirappalli.	2005
M.Com	Commerce	Bharathidasan University, Tiruchirappalli.	2004
B. Com	Commerce	Bharathidasan University, Tiruchirappalli.	2002

Research Publications (Indexed)

International:

1. Mrs.S.Gajalakshmi, International Journal of Commerce and Management Research (PIJCMR) (PRIMAX): “Status of Women Entrepreneurs in Pudukkottai District in Tamilnadu, April-2013, Volume No.1, Issue No.1, Print ISSN No.2321-3604 and Online ISSN No.23213612.
2. Mrs.S.Gajalakshmi, International Journal of Multidisciplinary Research (LITERARY FINDINGS), “Role of Women Entrepreneurs in Marketing Services”, February-2019, Volume.8, Issue.2, ISSN No.2278-2311. UGC.No.42329.
3. Mrs.S.Gajalakshmi, “A Study on Growth and Development of Registered Women Entrepreneurs in Pudukkottai Town”, March-2019, International Multi-Disciplinary journal, Volume.6, Issue.3, ISSN No: 23465162.

National:

1. Mrs.S.Gajalakshmi, Tamil Nadu Journal of Cooperation: “A Study on the Development of Women Entrepreneurs in Tamil Nadu”, March-2014, Volume:14, No.5, TNENG/2000/2645.
2. Dr.R.SathruSangaraVelsamy & Mrs.S.Gajalakshmi, HRD TIMES, “Women Education”, February 2014, Volume No.16, No.2, ISSN No.0976-7401.

Presentations in Conference

1. Presented a paper in International Conference on Business Innovations in the Globalization Era, conducted by A.V.V.M. Sri Pushpam College (AUT), Poondi, Thanjavur, in the Topic of A Study on “Role of Women Entrepreneurs in Global Economy” on 22.09.2012, (ISBN No.81-907155).
2. Presented a paper in the National Seminar on Recent Trends in Management Practices conducted by Rajah Serfoji Government College (AUT), Thanjavur, in the topic of “Business Ethics and Innovations Contributed by Women Entrepreneurs in Small Scale Industries” on 25.03.2013, (ISSN No.2250-1940).
3. Presented a paper in One Day National Conference on Service Sector in India – An Analysis, conducted by Bharath College of Science and Management, Thanjavur, in the topic of Women in IT Sector in India on 16.03.2013, (ISSN No.2250-1940).

4. Presented a paper in International Seminar on Global Competitiveness – A Challenge for Sustenance and Excellence, conducted by Jamal Mohamed College (AUT), Tiruchirappalli, in the topic of “Present Scenario of Women Entrepreneurship in India” on 16.08.2013, (ISSN No.22501940).
5. Presented a paper in National Colloquium on Global Economic Growth and Changes its implications conducted by Vidyaa Vikas College of Engineering and Technology, Tiruchengode, in the topic of “A Study on Role of Women Entrepreneurship in India”, on 13.09.2013, (ISSN No.2250-1940).
6. Presented a paper in Two days International Conference conducted by Kamadhenu Arts and Science College, Sathyamangalam, Erode in the topic of Impact of Women Business in COVID19 Pandemic.
7. Presented a paper in International Conference on Marketing research in the Emerging Global Scenario conducted by Sri Venkadeswara College of Arts and Science for Women, Peravurani, in the topic of “Brand Management”, on 24.09.2011.
8. Presented a paper in One Day National Seminar on India – An Emerging Economic Power conducted by Jamal Mohamed College (AUT), Tiruchirappalli in the topic of Role of Service Sector in Economic Growth.
9. Presented a paper in National Seminar on Innovations in Management by Bharath College of Science and Management, Thanjavur, in the topic of “New HR Tools adapted for Recruitment with Special reference to Women Entrepreneurs”, on 15.02.2012.
10. Presented a paper in One Day National Seminar on Problems and Challenges in the Management of Micro, Small and Medium Enterprises conducted by UrumuDhanalakshmi College, Tiruchirappalli, in the topic of Problems and Challenges of Women Entrepreneurs in Small Scale Enterprises, on 25.02.2012.
11. Presented a paper in Two Day National Seminar on ‘Role of Technology Upgradation and its impact on Banking Service Sector in the New Millennium in Collaboration with Karur Vysya Bank conducted by UrumuDhanalakshmi College, Tiruchirappalli, in the topic of “Role of Information Technology in Banking Sector”, on 16.03.2012 & 17.03.2012.
12. Presented a paper in International Conference on the Emerging Landscape of Retail and Impact on Economy with association of FICCI conducted by Madras University, Chennai, in the topic of Issue and Challenges of Women Entrepreneurs in Indian Retail Industry, on 06.09.2012 & 07.09.2012.

13. Presented a paper in One Day State level Seminar on Problems and prospects of Service Sector in India, conducted by Jamal Mohamed College (AUT), Tiruchirappalli, in the topic of Participation of Women Entrepreneurs in Indian Service Sector and FDI on 12.01.2013.
14. Presented a paper in National Conference on Entrepreneurship in India – Road Ahead, conducted by Madras University, Chennai, in the topic of “Growth and Development of Women Entrepreneurs in the District of Pudukkottai”, on 20.03.2013.
15. Presented a paper in UGC Sponsored National Seminar on Retail Marketing in India: Problem and Prospects, conducted by UrumuDhanalakshmi College, Tiruchirappalli, in the topic of “Participation of Women Entrepreneurs in Retail Marketing”, on 19.09.2014 & 20.09.2014.
16. Presented a paper in State Level Seminar on “Emerging Trends in Human Resource Practices” and Impact of Change Management in Modern Industry”, conducted by J.J.College of Arts and Science, Pudukkottai, in the topic of “Impact of Change Management”, on 15.07.2011.
17. Presented a paper in National Seminar on Emerging issues on services Marketing, conducted by A.V.V.M. Sri Pushpam College (AUT), Poondi, Thanjavur, in the topic of “Role of Women Entrepreneurs in Marketing Services”, on 10.03.2012.
18. Presented a paper in National Conference on Recent Trends in Service Marketing in India, conducted by Naina Mohamed College of Arts and Science, Rajendrapuram, Aranthangi, in the topic of “Globalization – Opportunities and challenges for Service Marketing”, on 09.09.2011.
19. Presented a paper in One Day National Conference on “Marketing Strategies for Emerging Markets”, conducted by Sri Venkadeswara College of Arts and Science for Women, Peravurani, in the topic of “A Study on “The Best Marketing Strategies for Women Entrepreneurs”, on 02.03.2013.
20. Presented a paper in State Level Seminar on “Teacher Education in the Digital Age: Changing Scenario and Quality Concerns”, conducted by Sri Bharathi College of Education, Kaikkurichi, Pudukkottai, in the topic of “Entrepreneurial Education for Women”, on 14.04.2014.
21. Presented a paper in A Two-Day International Seminar on Global Economic Revival: A Changing Scenario, conducted by Jamal Mohamed College (AUT), Tiruchirappalli, in the topic of “Problems faced by Women Entrepreneurs in Pudukkottai District”, on 16.08.2014 & 17.08.2014.
22. Presented a paper in National Workshop on “Role of Indian Laws in Women Empowerment” conducted by Department of Commerce, Pasumpon Muthuramalinga Thevar College, Madurai, in the topic of “Empowerment of Rural Women in India – Present scenario”, on 06.01.2023.

23. Presented a paper in International Conference on Sustainable Transformation through Research, Innovation and Entrepreneurship held on January 23 & 24, 2025 entitled “A Study on Green Entrepreneurship and Sustainable Development.
24. Presented a paper in national conference on Innovative Practices and Paradigms in Contemporary Business organized by SRM College, Trichy on 05.03.2025, entitled on “A Study of Issue and Challenges of Digital Payments with Special Reference to Trichy Town.

Participation in Conference

National:

1. Participated in one day Conference on Food Security and Challenges, conducted by Tamil Nadu Science Association, (H.H The Rajah’s College) Pudukkottai on 17.02.2013.

Participation in Seminars

1. Participated in One day Seminar on Research Methodology in Social Science, conducted by Sri Bharathi Arts and Science College for Women, Kaikkurichi, Pudukkottai, on 05.03.2015.
2. Participated in, Seminar on Investor Awareness, conducted by PG and Research Department of Commerce, The QuaideMilleth College for Men, Chennai, on 10.01.2019.

Participation in Workshop

1. Participated in UGC National Seminar on New Issue Market in the Post Liberalization Era, conducted by Bharathidasan University Tiruchirappalli on 07.08.2005.
2. Participated in Two Day State Level Workshop on “Research on Commerce and Management Studies”, conducted by Tamil Nadu Council for Science and Technology, Chennai & Research Centre of Commerce, Bharathidasan University Tiruchirappalli on 15.03.2013 & 16.03.2013.
3. Participated in Second International Workshop on “Effective Teaching of Finance”, conducted by Department of Commerce and Financial Studies, Bharathidasan University Tiruchirappalli, on 27.07.2013 & 28.07.2013.
4. Participated in Two Day Workshop on Techniques in Teaching Soft Skills, conducted by Department of Humanities, NIT, Tiruchirappalli, on 20.09.2013 & 21.09.2013.

5. Participated in Entrepreneurship Awareness Camp, conducted by Centre for Entrepreneurship Development (Tamil Nadu), Pudukkottai. On 11.02.2014 to 13.02.2014.
6. Participated in One Day National Level Workshop on Testing of Hypotheses in Commerce and Management: Why, What and How?, conducted by Research Centre for Commerce, Bharathidasan University College, Perambalur. On 30.03.2014.
7. Participated in Entrepreneurship Awareness Camp, conducted by M.I.E.T. Engineering College, Trichy, on 04.10.2016.
8. Participated in Entrepreneurship Awareness Camp, conducted by Centre for Entrepreneurship Development (Tamil Nadu), Pudukkottai, on 18.01.2017.
9. Participated in One Day Workshop on NAAC Accreditation Process, conducted by IQAC, Cauvery College for Women, Tiruchirappalli, on 05.01.2019.
10. Participated in National Level Academic Collaborative Seminar, conducted by Bon Secours College for Women, Thanjavur, on 12.10.2019.
11. Participated in National Level Academic Collaborative Seminar with NACC on The Transformation in Higher Education – National Education Policy, 2019 relevance with Accreditation and Autonomy, conducted by IQAC, Bon Secours College for Women, Thanjavur, on 12.10.2019.
12. Participated in One Day State Level Workshop on Challenges and Strategic Conditions of Women in 2020 (CSCW20), conducted by Arputha College of Arts and Science, Vamban, Alangudi, on 28.01.2020.
13. Participated in Entrepreneurs Conclave, conducted by Alagappa Institute of Management, Karaikudi, on 19.03.2021.
14. Conducted and attended the Two days workshop on “Financial Markets” conducted by the PG and Research Department of Commerce, Shrimati Indira Gandhi College, Trichy on 09.03.2023 & 10.03.2023.

Participation in Orientation Programme / Short Term Courses

1. Participated in 70th Orientation Programmes, organized by the UGC – Academic Staff College, Bharathidasan University Tiruchirappalli, on 20.05.2011 to 16.06.2011.
2. Participated in Refresher Course in Commerce, organized by the UGC – Academic Staff College, Bharathidasan University Tiruchirappalli, on 22.11.2011 to 12.12.2011.
3. Participated in Teacher Education In-service Training Programme, organized by Government College of Education, Pudukkottai, on 17.12.2012 & 18.12.2012.
4. Participated in One Day Training Programme on Women Who advocate for Equity, Diversity and Inclusion organized by Shrimati Indira Gandhi College, Trichy held on 21.03.2025.

Participation in Faculty Development Programme

1. Participated in Five days Virtual FDP “Advancing Academic and Research Excellence : Innovative Strategies for Faculty Development”, organized by PG Department of Commerce, St. Joseph’s College (Arts and Science), Chennai.

Invited Speaker / Session Chair-Conference / Seminar / Workshop

Details	Date	Place		Topic
Outreach Program	24.01.2024	Govt.Girls Hr.Sec.School, Keeranur	Guest Speaker	“Share Market at Present Scenario”
Seminar	29.01.2025	---	Resource Person	Ethical Challenges in Research Methodology

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Star International Foundation of Research and Education	Life Membership	Life Membership